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APR 29 1916

RETURN TO POMOLOGY
SECTION OF NO. ENCLATURE.

VALLEY SELLING AGENT FOR

ROYAL PALM NURSERY
GLEN ST. MARY NURSERIES
PRESNO NURSERY
PANCHER CREEK NURSERIES
OTTO LOCKE
F. T. RAMSEY & SON
ALVIN JAPANESE NURSERY
TEXAS NURSERY CO.

LA GRANJA

(IRRIGATED FARM)

ELTWEED POMEROY

GROUNDS PLANNED FOR PLANTING WITH PLANTS WHICH
GROW IN THE RIO GRANDE VALLEY

SPECIALTIES:

VINIFERA GRAPES
SOUTH CHINA PEACHES
ORCHID CANNAS
MEXICAN TUBE-ROSES
BANANA PLANTS
AMARYLLIS
CRINUMSMANUFACTURER OF ROSELLE JELLY AND
OTHER PRESERVES

DONNA, TEXAS, March 25, 1914

Dear Sir:-

At the suggestion of an acute real estate dealer, I have begun the sending out by parcel post of

VALLEY PRODUCT BOXES

Each will contain from one to twenty-five kinds of products grown in the Valley or something, such as a jelly, made from such valley-grown products, each will be carefully tagged with name and description, carefully packed and sent by parcel post, prepaid under my tag but with the words,

"SENT WITH COMPLIMENTS OF (here is name and address of donor)"

These will cost from \$3.00 to \$25.00 each

I cannot say what each will contain, as that will depend on what is growing and ripening when the order comes in, but one \$3.00 box sent in February held

| | |
|---|-----------------------------------|
| 1 Ponderosa Lemon | 2 Kumquats |
| 1 Papaya Melon | 2 Carissa Grandiflora Fruits |
| $\frac{1}{2}$ dozen Rosebuds | 1 8-oz. Roselle jelly |
| 3 stalks Amaryllis buds | A Peach Twig with fruit set on it |
| Bunch of Narcissus blossoms and other flowers | |

PROBABLE CONTENTS As showing something of the variety of contents I can expect to put in, I now have growing 2 acres of peaches ripening in May and June; 10 acres grapes ripening end of May to August; half-acre plums ripening in May and June; guavas ripening in June and on; figs ripening in June and on; strawberries ripe now, over in June; papayas ripe now and on; ponderosa lemons, a few ripening now; oranges, grape fruit, kumquats, ripen in fall; almonds, perhaps a few this year; feijoas, perhaps a few this year; pomegranates, ripen in summer; pineapples, custard apples, sapotas, loquats, Chinese dates, avocados, mangos, carissa, tamarinds, olives, and in northern fruit besides those mentioned, plumcots, apricots, nectarines, prunes, quinces, English walnuts, pecans, dew and blackberries, raspberries, gooseberries, currants, etc., etc. Not all of these will ripen this year. Bananas and banana blossoms all year.

MANUFACTURED PRODUCTS My Roselle jelly is so nearly sold that I am keeping the small unsold stock for local sale, and have some of that and the Roselle drink. As soon as fruits are ripe I expect to put up guava jelly and jam, fig preserves, pomegranate and tamarind drink, grape jelly; and in the fall, orange marmalade and ponderosa lemon marmalade and much more Roselle jelly, jam and drink.

FLOWERS I am growing over sixty varieties of Cannas, but the blossoms are too tender to ship, but their tubers can always be put in. I have about 15,000 Mexican tube-roses growing, and both tubers and blossoms are fine to ship. I have from one to two thousand amaryllis and crinums of eight or ten varieties, and their flower stalks and bulbs ship well; then I have roses, crape myrtle, hibiscus, poinsettias and a number of other flowers, many of which stand shipping well, and in some the roots or tubers can be sent North for summer or hot-house growing.

INTRINSIC VALUE Comparing one of these fine boxes with the prices you would have to pay in a fancy-fruit store in Chicago or New York, the contents will be very cheap. Comparing them with what similar fruit, such

as peaches and grapes, can be bought when plentiful in the North, the price will be very high. There will be from 25c to \$1.00 postage to pay on each and it takes expert time to tag and prepare such a shipment so do not expect them to be cheap compared with ordinary fruit and flower prices when in season north.

REAL VALUE But they will be very nice and will either contain unusual fruit or regular fruit at unusual times. What could be more persuasive than the receipt of one of these boxes or what could please a northern friend better than such an unusual present. Their real value will be far in excess of the cost. And while I reserve the right to put in them what I see fit and to hold an order for a week or ten days for the ripening of some special product, I follow the wishes of customers.

GRAPES Last summer I shipped a number of 30 lb. crates of grapes by express prepaid between N. Y. City and Rocky Mountains for \$6 each and the half crate for \$3.75 each and de luxe cluster baskets holding specimen bunches weighing from 3 to 6 lbs. each and tied with ribbon for \$7.50 for the 30 lb. crates and \$4.50 for the half crates prepaid. It looks as if my grape crop would be very large and to foster this business, I will reduce the price of the regular crates to \$5 and \$3 and of the de luxe crates to \$6.50 and \$4. This figures down to 17c and 22c per lb. delivered when what grapes there are, are selling from 30c to 50c per pound and is done to encourage the spread of the Valley products.

THE DE LUXE CRATES I have between 75 and 100 varieties grapes growing at La Granja and expect to have many varieties fruiting this coming season and into the de luxe baskets will be put the very finest and certainly some of the enormous and winey flavored Gros Coleman and if possible of the Muscat Gros Noir Hatif, the Black Muscat whose flavor comes the nearest to concentrated sunshine of anything grown, of the large, long Syrian grape, Dattier de Beyrouth, of the glorious white grape from France, Servan Blanc. In these, the different varieties will be tagged.

THE SEASON I can probably begin shipping grapes June 15th and the season will be over August 1st.

PEACHES, PLUMS, ETC. It looks as if I would have considerable crop of these stone fruits and if so they will ripen in May and be over by the end of June and I will put them up in the 4-basket tomato crate and will deliver crates between New York City and the Rockies for \$2.50 each.

FIGS, GUAVAS) I can probably ship baskets of these but cannot now definitely say; will quote on request.

TERMS The terms on all these are cash in advance so as to save bookkeeping and trouble but a postal will be sent both to recipient and sender.

VISITING LA GRANJA. La Granja Farm is open to visitors, friends and neighbors from the Valley without charge, but for conducting parties of home-seekers over it and showing them its products etc., there is a small, reasonable charge; I try to be home on the Fridays and Saturdays of excursion week to have everything in readiness, but visitors are welcome any time, and, by appointment, I will be home when they call.

NEW PLANTS. I am all the time testing out new plants, and La Granja already contains the greatest variety of any place in the Valley, and among others, I have this year put in the New Foster Pomelo—this has pink flesh, and is the finest thing in grape fruits—the Lue Gim Gong Orange, whose fruit can stay on the tree for two years; the Neiha Kumquat (or sweet Kumquat); the rare white Poinsettia and Double Poinsettia; the blue Grape Myrtle and four new varieties of the lovely Chinese Hibiscus, ferns, etc., etc.

PLANNING GROUNDS, PARKS AND TOWNS. I shall be glad to be consulted regarding the laying out and planting of residence grounds, parks and towns, and forethought in such planning means the saving of years of growth and much expense, so much as to make the charge of \$25.00 a day for such service extremely cheap. The town which first runs water ditches thru its streets and plants palms and trees everywhere, will the quickest become the beauty spot of the Valley and the resort of those who will come here to spend their winters, and homes with plentiful and correct planting will sell or rent in five years at fabulous prices.

Yours to make the Valley beautiful,

ELTWEED POMEROY,

at La Granja Farm, Donna, Texas.